



Lions Clubs of Multiple District 22 National Memorial Day Parade

FACTSHEET

Date and Venue: The National Memorial Day Parade – 2:00 PM – May 25, 2009
Washington, DC – Constitution Avenue (7th-17th Streets, NW)

Event Profile: Presented by the American Veterans Center, it is held annually in Washington DC, and is an opportunity for thousands of patriotic Americans to come together and honor those who have sacrificed so much in service to our country. The event celebrates all those who have served in uniform from the American Revolution to Operation Iraqi Freedom, and seeks to educate the public about the meaning of this hallowed day. The National Memorial Day Parade has quickly become a tradition in which Americans of all ages and generations can share.

Lions Clubs proposed entry:

- Lions and Multiple District 22 Banners
- Parade of Club banners
- Lions Float of Peace Poster images
- March of Lions who are war veterans (international parade dress requested)
- LCOF Mobile Health Unit
- Lions and Leo volunteers with Recycling Boxes to collect glasses or handle giveaways
- Celebration of Opening Eyes partnership with Special Olympics (TBD on availability)

Lions Public Relations Grant: This event is part of a Multiple District 22 Publicity grant. The goal of this project is to **increase visibility and awareness** by highlighting District clubs, their members and activities. Throughout the Multiple District, **all Clubs will be able to participate** in this event, whether it be by sending your veterans, volunteering, or bringing friends and family down to cheer for your Lions. This is also a fantastic opportunity to rally your members around an exciting weekend social event that is fun, multi-generational and patriotic.

Lions Publicity: We want more! More awareness, more media hits, more coverage, more participation leads to more members, more service and more Lions everywhere. The more you participate and document your participation with pictures and by sending press releases, the more publicity you can generate about your Club and its activities. We want to be mentioned in every local paper in MD22 and you can help. Research your local community reporters' contacts!

Media Coverage: The National Memorial Day Parade received coverage in over 230 media markets, with stories picked up by The Washington Post, The Washington Times, The New York Times, Baltimore Sun, Orange County Times, and Human Events. The parade was covered by each of the major television news networks, and has been televised live, including by the Pentagon Channel seen by military personnel at installations around the world. It is estimated that the parade was seen by over 4 million viewers worldwide.

Parade Facts: This is the third year this parade has been running. In 2008, the parade drew over 250,000 spectators. The parade includes nearly 200 elements, including marching bands, active duty and retired military units, youth groups, and parade floats—as well as hundreds of veterans from World War II, Korea, Vietnam, Desert Storm, and Operations Enduring Freedom and Iraqi Freedom.

Parade celebrities: Mickey Rooney (Honorary Marshal for WWII veterans); Gary Sinise (CSI NY, Co-founder of Operation Iraqi Children); Joe Mantegna (Criminal Minds); Lt. General Julius W. Becton (Honorary Marshal for the Korean War); General Volney F. Warner (Honorary Marshal for the Vietnam War); General Frederick M. Franks, USA-Ret (Honorary Marshal for the Gulf War); Lt. Gen. Jack C. Stultz (Chief, Army Reserve and Commanding General); Miss America 2008 Kirsten Haglund.